

Case Study: MEC for Public Health England

MEC used TouchPoints unique time data to identify the right moments in which to frame communication to encourage positive behaviour change and action amongst their target audience.





Public Health
England

Using TouchPoints to inform our strategic approach with behavioural insight

The core challenge

In 2016, Public Health England launched a brand new adult health initiative under the name of 'One You'.

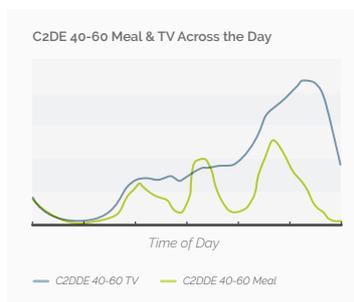
The brand seeks to help the country take control of their health by tackling a range of different lifestyle behaviours, such as smoking, nutrition and physical activity among other issues.

Our challenge was to help 40-60-year-old C2DEs fit just 10 minutes of brisk walking a day into their routines and get them to download our app to help keep them at it.

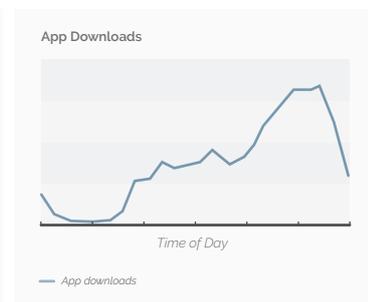
We needed to identify the right moments for behaviour change vs. action



TouchPoints showed us that the behaviour (walking) happened at key times throughout the day



But by 19:30, once our audience had had their dinner, we saw that they were settled down in front of the TV for the night
(Source: IPA TouchPoints)



However, we know from previous activity (PHE data), that app downloads happened in the evening, alongside that TV viewing

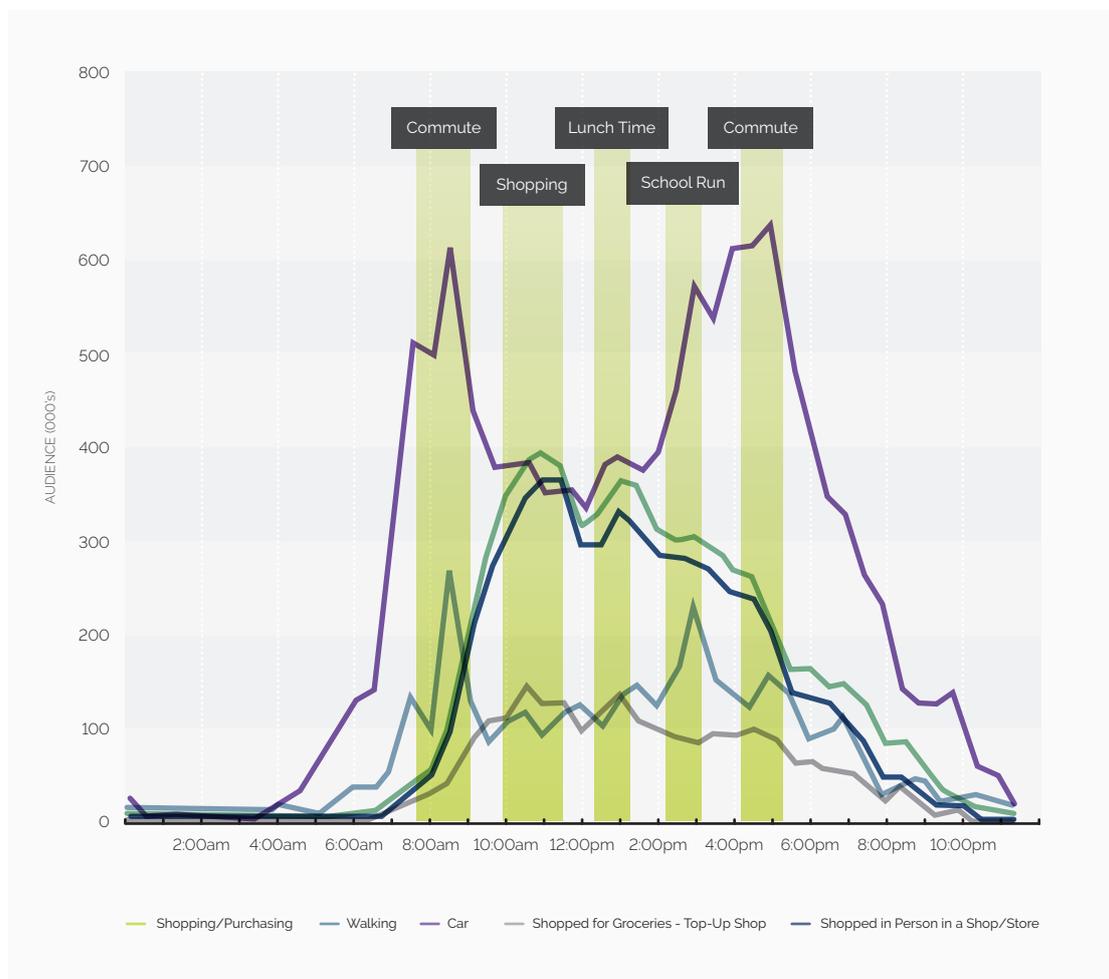
Drive behaviour change in the right moments

Drive app downloads through TV

Overlaying walking with activities helped us understand where the opportunities were

By looking at their activities throughout the day, we could better understand the exact moments where there was an opportunity to walk. This gave us more information to use for both targeting and messaging.

40-60 C2DE activities throughout the day

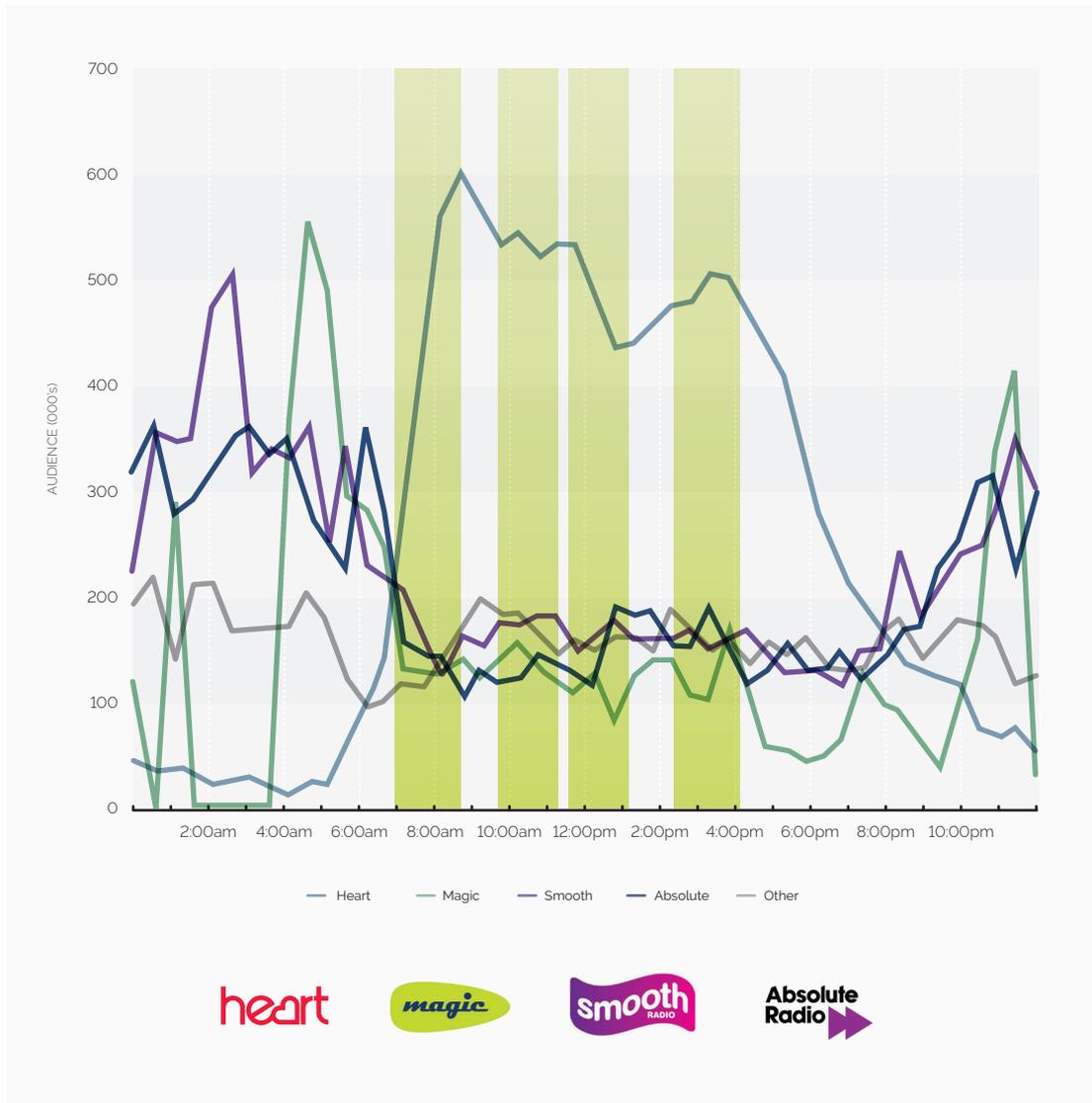


Source: IPA TouchPoints 6

And what media owners delivered in the build up to those moments

We knew that we had to get a message to them just prior to those walking opportunities to encourage them to get out and do it rather than taking the car. We did this by looking at which media channels and owners were being consumed at specific points in the day.

Radio stations consumed throughout the day



Source: IPA TouchPoints 6

IPA TouchPoints was a key resource tool throughout the planning process, providing us with behavioural insight to inform the strategic approach, as well as actionable media insight to inform the detailed plan.